

# NORTH DAKOTA BEEF COMMISSION NEWS

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## CHECKOFF-FUNDED RESEARCH HIGHLIGHTED

Dr. Sherri Stastny, professor at North Dakota State University (NDSU) Department of Health, Nutrition, and Exercise Sciences, presented “Greater Protein Intakes are Associated with Improved Body Composition in Women” at the virtual 2021 North Dakota Academy of Nutrition & Dietetics ‘Nourishing Health’ Symposium & Expo, held in March.

The presentation highlighted the benefits of protein as part of a healthy adult diet to registered dietitians, dietetic students, registered nurses, nurse practitioners, certified dietary managers and other allied health professionals. The presentation was drawn from a recent study conducted by NDSU, which focused on how eating animal-based

protein, like beef, can impact muscular performance in adults. The research was funded by the National Cattlemen’s Beef Association, as a contractor to the Beef Checkoff, the Minnesota Beef Council, and with long-time support from the North Dakota Beef Commission (NDBC).

“Beginning as early as age 40-50, we start to lose strength and muscle mass, at a very slow but annual rate. Our study showed animal-based protein intake had a positive influence on both upper and lower body strength and endurance measures,” Stastny says. “Key sources of protein-rich, animal-based foods that contain more of needed proteins include lean beef and pork, low-fat milk and yogurt, whey protein drinks and other foods that are key to the maintenance of functional abilities. Getting enough nutrient-dense protein foods could slow loss of muscle as we age.” ■

## BUILD YOUR BASE PROGRAM PROMOTES BEEF BENEFITS



The North Dakota Beef Commission (NDBC) is partnering with the South Dakota Beef Industry Council (SDBIC) and Sanford Health to expand the Build Your Base comprehensive sports nutrition program to young athletes in North Dakota.

The Build Your Base program prepares young athletes and their families for a successful sports season by promoting beef as a premier protein. The program supports healthy nutritional choices before, during and after a sports season through educational resources, tips and guidelines.

Participating schools are eligible for grants to provide athletes with beef as recovery protein, promotional materials, educational training videos, presentations and workshops by nutritional experts, access to the experts in the partnership, and meal planning and recipe resources.

“Encouraging young athletes and their families to incorporate beef into a healthy, balanced diet through the Build Your Base program makes sense since beef is considered a food staple in many North Dakota households,” says Jason Zahn, an NDBC director. “The program also offers schools grant funds to fuel athletes with the highest quality protein, beef. Schools are able to use those funds with meal plans and recipe options for their athletes.”

Learn more at [buildyourbase.org/north-dakota](http://buildyourbase.org/north-dakota). ■



**Nicely done, beef.**  
Your taste is always authentic, never synthetic.

## DIGITAL ADVERTISING REACHES MILLIONS

The North Dakota Beef Commission (NDBC) is in the second year of its online advertising campaign targeting North Dakota consumers through YouTube and Google Search. The advertising campaign is targeting older millennial parents, which aligns with the national *Beef. It's What's For Dinner.* target audience strategy. This year’s campaign has generated more than 1.5 million engagements and 2.6 million impressions. The campaign focuses on improving the perception of beef through recipe inspiration, confidence in cooking beef and increasing consumer trust in those who raise beef by driving consumers to [ndbeef.org](http://ndbeef.org). ■

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# USMEF PARTNERSHIP BRINGS NORTH DAKOTA BEEF TO THE WORLD



The North Dakota Beef Commission (NDBC) partnership with the U.S. Meat Export Federation (USMEF), a contractor to the Beef Checkoff, helps increase the value and consumer awareness of U.S. beef by bringing it to consumers across the world. With market development activities in well over 80 countries, USMEF creates demand for U.S. beef through marketing, trade servicing and market access.

“When 96 percent of the world’s population lives outside of the U.S., it is imperative qualified individuals are in these potential markets on a daily basis telling the U.S. beef story and demonstrating the attributes of our outstanding product,” says Mark Voll, NDBC director.

“There needs to be a presence in Japan and other countries to demonstrate the many ways to prepare beef, which fit every culture and educate consumers on all the nutritional benefits U.S. beef

provides,” he notes. “The goal of the new Beef Industry Long Range Plan is to grow U.S. beef exports 17 percent and grow the value of U.S. beef exports as a percent of total beef value to 21 percent by 2025.”

In addition to the Beef Checkoff partners, including NDBC, USMEF partners with the USDA and receives federal matching funds. There is also extensive support from other North Dakota groups, including the North Dakota Soybean Council and North Dakota Corn Utilization Council, which understand the benefit returned to their respective industries by converting their commodities to a high-quality protein marketed to consumers worldwide.

“Our export market annually adds around \$8 billion dollars to our U.S. beef business,” Voll notes. “USMEF is a key partner in the ongoing advancement and success of our beef industry.” ■

## PROMOTION ‘BEEFS UP’ BASEBALL GAMES



The North Dakota Beef Commission (NDBC) is partnering with the Bismarck Larks and the Fargo-Moorhead RedHawks to promote beef at the ballpark this summer. Both minor league baseball teams will highlight beef in a variety of ways during games throughout their summer seasons.

“We want to capitalize on the summer grilling season and the ability to gather

again this summer, whether at the ballpark or in the backyard,” says NDBC Executive Director Nancy Jo Bateman. “Beef products are the top grilling items nationwide and we want to help create demand for beef in North Dakota through these ballpark promotions.” ■

## MAY CELEBRATED AS ‘BEEF MONTH’ IN NORTH DAKOTA



May was celebrated as ‘Beef Month’ in North Dakota following Governor Burgum’s proclamation. The North Dakota Beef Commission (NDBC) proudly requested and supported this proclamation, recognizing the beef industry’s vital contribution to North Dakota’s economy and beef’s role in providing essential nutrients to consumers.

“Recognizing May as Beef Month is not only important in promoting beef as a product, but it also lets people know how proud the producers are of their product,” says NDBC Director Matt Lachenmeier. “They want consumers to recognize the care and effort put into the production and quality of beef, and recognize its high nutritional value.”

A variety of promotions and activities were held to celebrate Beef Month. NDBC held a Best Beef Burger contest reaching more than 20,000 beef consumers, provided grilling tips and recipes via various media outlets, including social media, radio, print and television. Cash Wise Foods stores across the state held promotions, and the North Dakota CattleWomen hosted a virtual 5K run with more than 150 people from five states participating. In addition, North Dakota State University held an Instant Pot virtual class to show new ways to enjoy beef. ■

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